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YouTube Copyright & Content Policies

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KG 4-2-09

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YouTube is a Market Leader in Copyright Protection For UGC

- YouTube respects copyright and copyright owners
- Accordingly, YouTube has implemented a host of policies and procedures to address copyright matters. These fall into four basic categories:

(1) User Education

(2) Technology

(3) Policies

(4) Business Partnerships

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(1) User Education

- **Copyright Tips In Plain English**
  - YouTube instructs users in a "Copyright Tips" section of the YouTube website how to understand copyright infringement and strongly discourages infringement.
  - In plain language it explains what users may and may not do.
  - **http://www.youtube.com/t/howto_copyright**

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(1) User Education

- **Three Clear, Bold and Prominent Messages at Time of User Upload:**
  - "Do not upload copyrighted, obscene, or any other material which violates YouTube's Terms of Use."
  - "When clicking 'upload Video' you are representing that this video does not violate YouTube's Terms of Use and that you own all copyrights in this video or have express permission from the copyright owner(s) to upload it."
  - "Do not upload any TV shows, music videos, music concerts or commercials without permission unless they consist entirely of content you created yourself."

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(2) Technology

- **Digital Hashing: MD5**
  - YouTube has implemented technology to prevent videos removed for copyright reasons from being uploaded again.
  - The technology creates a unique identifier of each unauthorized video when it is removed.
  - If a user thereafter tries to upload the identical video that matches that unique identifier, the video is automatically rejected regardless of whether the users is using a different username or file name.

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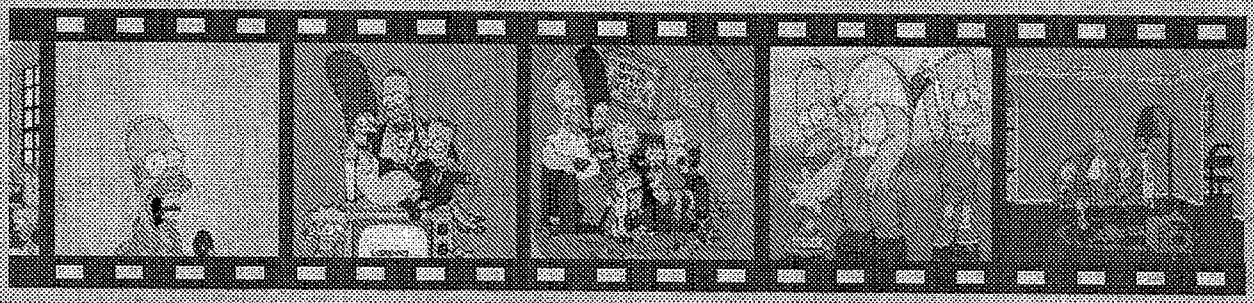
MD5-Hashing Explained



...01110010101010110001111110011100001111001010 1...

Calculation of a unique 32-bit hexadecimal value using all bits in file, e.g. *"0xFFFFFFFF"*

- ✓ MD5 hashes are efficient and accurate
- ✓ The hash-value covers both audio and video, and are filename independent
- ✓ MD5 hash technology prevents the upload (or repeat upload) of the *identical* video file

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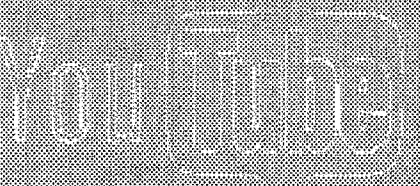
(2) Technology

- **Content Verification Take-Down Tool:**
  - Automated DMCA notification and takedown tool for content companies
  - Electronic tool that enables content companies to easily search for and identify videos on the site that contain their content and have them promptly removed with the click of a mouse.



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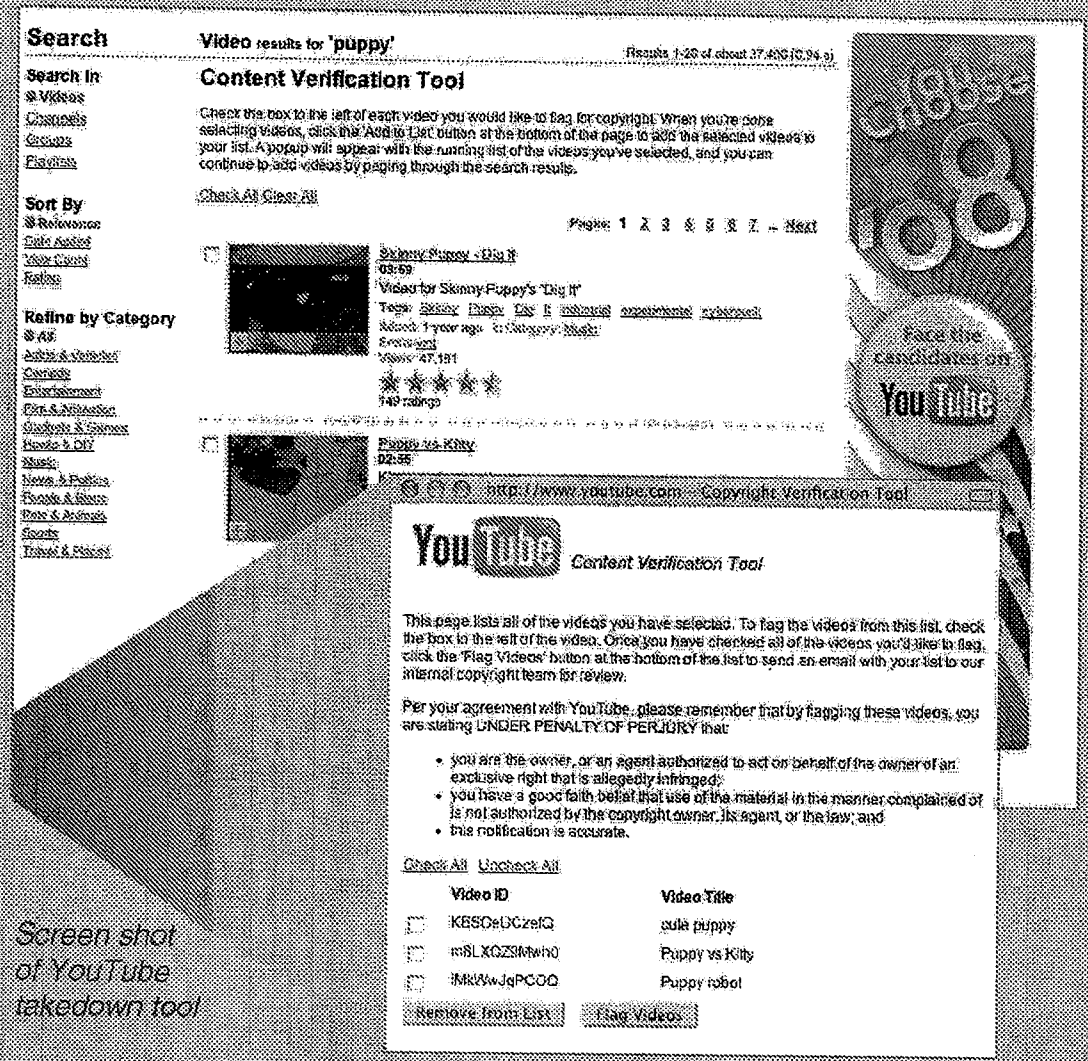
Content Verification Take-Down Tool


Search
Video results for 'puppy'
Content Verification Tool
Check the box to the left of each video you would like to flag for copyright. When you're done selecting videos, click the 'Add to List' button at the bottom of the page to add the selected videos to your list. A popup will appear with the running list of the videos you've selected, and you can continue to add videos by paging through the search results.
Check All Clear All
Search In
Videos
Channels
Groups
Playlists
Sort By
Relevance
Date Added
View Count
Rating
Refine by Category
All
Autos & Vehicles
Comedy
Entertainment
Film & Animation
Gadgets & Games
Howto & DIY
Music
News & Politics
People & Blogs
Pets & Animals
Sports
Travel & Events
Skinny Puppy - Dig It
03:59
Video for Skinny Puppy's "Dig It"
Puppy vs Kitty
02:55
Face the candidates on YouTube
http://www.youtube.com - Copyright Verification Tool
YouTube Content Verification Tool
This page lists all of the videos you have selected. To flag the videos from this list, check the box to the left of the video. Once you have checked all of the videos you'd like to flag, click the 'Flag Videos' button at the bottom of the list to send an email with your list to our internal copyright team for review.
Per your agreement with YouTube, please remember that by flagging these videos, you are stating UNDER PENALTY OF PERJURY that:
you are the owner, or an agent authorized to act on behalf of the owner of an exclusive right that is allegedly infringed;
you have a good faith belief that use of the material in the manner complained of is not authorized by the copyright owner, its agent, or the law; and
this notification is accurate.
Check All Uncheck All
Video ID
Video Title
KBSOsUCzefQ
sula puppy
mSLXQZ9MwhQ
Puppy vs Kitty
IMkWwJqPC0Q
Puppy robot
Remove from List
Flag Videos

Screen shot of YouTube takedown tool

"Electronic" DMCA

- Use console to flag videos for takedown
- No fax, letter etc. needed

Pro-active takedown

- Immediate MD5 hash created for flagged videos
- Files with identical MD5 hash are blocked during the upload

Availability

- Contact YouTube for password protected access to the console (limited # of seats)

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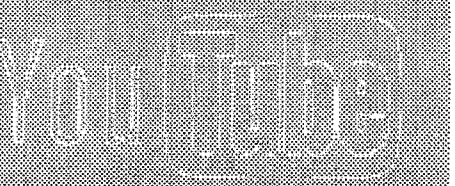
(3) Policies

- **Clear and Publicly Posted YouTube Procedures**
  - **Terms of Use clearly prohibit copyright infringement**
  - **Numerous links on every page of the YouTube website:**
    - Explains simple email DMCA notice-and-takedown process
    - Copyright tips and policies

-YouTube is generally recognized by content owners as having an industry-leading response time to takedown requests.



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(3) Policies

- **Repeat Infringer Policy**

  - YouTube has a strict policy of terminating accounts of users who are repeat infringers.

  - Three "strikes" and you're out

  - This policy is automated.

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(3) Policies

- **10-Minute Limit On Video Uploads**
  - Videos uploaded to the site by general users cannot exceed ten minutes in length
  - Prevents users from uploading entire episodes of infringing commercial programs or movies.
  - The system automatically rejects videos over ten minutes

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(4) Business Partnerships

- YouTube works closely with content companies to enable them to:
  - Harness the powerful promotional potential of YouTube's growing audience
  - Monetize content and share in the revenue
  - Connect with fans in new ways
  - Create a win-win for all parties

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(4) Business Partnerships

- Deals generally include two types of monetization:
  - Partner content delivered directly from content partner
  - "Claimed Content"
    - YouTube and content company work together to identify partner content on YouTube ("Claim Your Content")
    - Once content identified and "claimed," YouTube sells ads and shares revenue with partner
    - YouTube does not sell ads around user uploaded content that has not been "claimed" by a content partner

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(4) Business Partnerships

- Claim Your Content: Two Ways for Partner to Locate Content on YouTube
  - Identification With Audio Fingerprinting
  - Identification With "Claim Your Content" Metadata Search Tool

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(4) Business Partnerships

- Audio Fingerprinting
  - Our audio fingerprinting system is in testing now and rolling out soon for more content partners
  - With cooperation from the content partner, this system will assist in identifying the partners content by its audio elements—not video (e.g., a soundtrack to a film)
  - YouTube currently licenses Audible Magic's technology, and is always evaluating other options
- While not yet commercially viable, YouTube is actively evaluating and intends to implement video fingerprinting solutions.
- The more content we identify, the more we can license and monetize—our interests are aligned

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(4) Business Partnerships

Identification With "Claim Your Content" Metadata Search Tool

- For cases in which audio fingerprinting is not an ideal solution, YouTube also offers content holders metadata search tools that notify content holders when videos whose metadata includes certain keywords are uploaded to the site.

- Once notified, content partners choose whether to license and monetize such content or take such content down.

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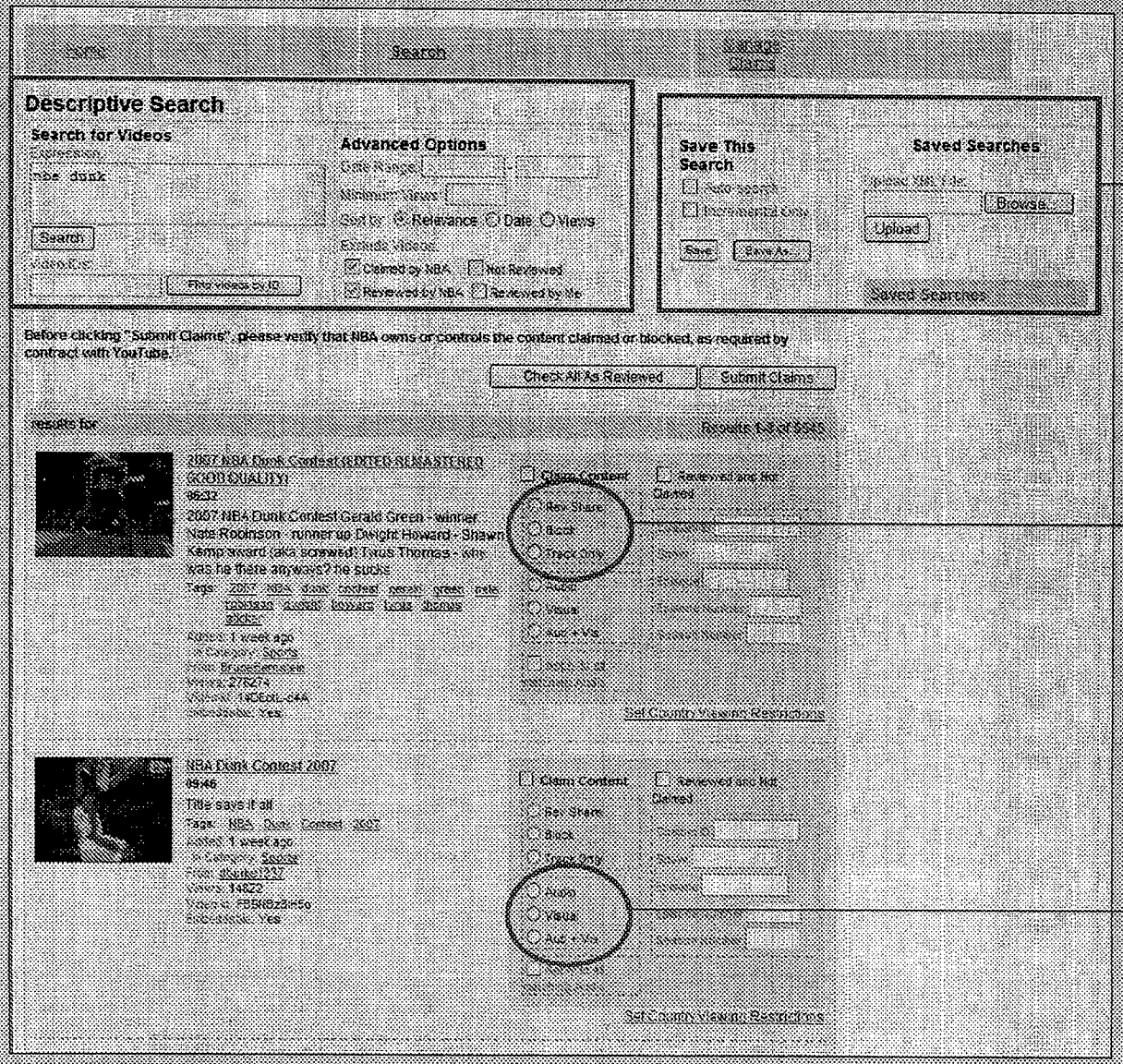
CYC Search



Screen shot of CYC search console

- Search interface
- Manage searches

Action setting: block, track, or monetize

Copyright claimed: audio, video, or audio+video

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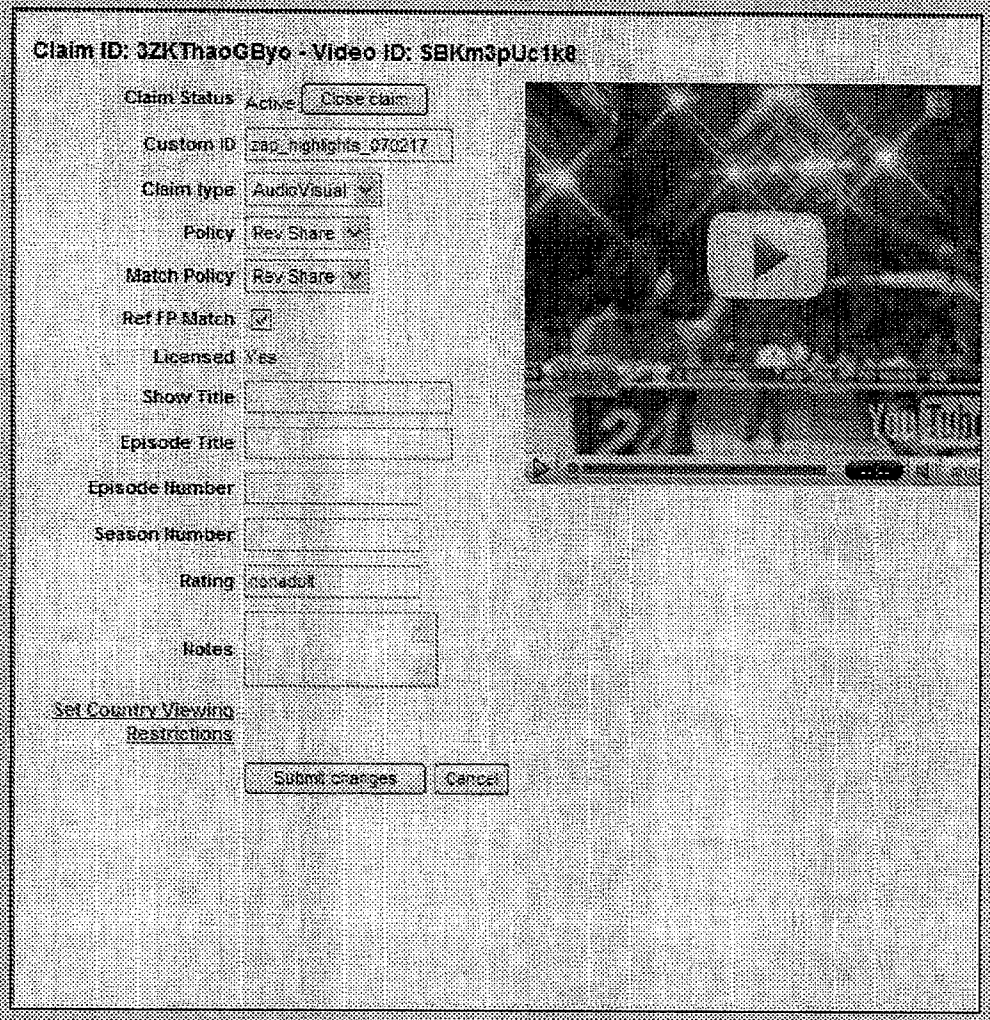
CYC management console



- Ability to assign a custom ID for internal tracking purposes
- The action setting for a claimed video can always be changed (e.g., from track to monetize)

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Removal of Inappropriate Content

YouTube is committed to providing a safe and positive environment for its users

- YouTube therefore prohibits the following types of content from appearing on the site:
  - **Obscene**
  - **Threatening**
  - **Pornographic**
  - **Harassing**
  - **Hateful**
  - **Racially or ethnically offensive**
  - **Encourages or depicts illegal behavior**
  - **Otherwise inappropriate**
- YouTube provides community flagging tools to enable any user to easily report inappropriate content. Reports are viewed by YouTube's "Content Squad" very quickly, and inappropriate material is removed from the site.

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Summary

YouTube Has In Place Robust Copyright Policies

- ✓ Education (Copyright tips, Prominent Messaging)
- ✓ Technology (MD5 hash, Content Verification Tool)
- ✓ Policies (10-Minute Limit, Repeat Infringer Policy)
- ✓ Promote Business Opportunities
  - Claim Your Content
  - Expand Options to Promote & Monetize Beyond Take Downs

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Speaker Notes Slide: 1
Welcome to this overview of Google.